

BORJOM

*Bottled Under the
Supervision of the
Commisariat of
Health of the Soviet
Government*



BORJOM

*Imported Directly
from U. S. S. R. and
Sold Exclusively at
Our Main Office:
1 Madison Ave., N.Y.*

BORJOM is a natural carbonated alkaline mineral water, bottled at the famous Katherine Spring in the Caucasus, Russia, known and valued for its exceptional medicinal qualities since the middle of the 19th Century. BORJOM contains curative minerals esteemed by leading medical authorities on the continent.

Since the year of 1852 an enormous bibliography has been written by Prof. Metchnikoff, Obolensky, Pletnev, Luntz, Struve and others regarding the effects of BORJOM upon the human system.

BORJOM differs from other mineral waters in the presence of bromide and iodide salts; and also in the fact that BORJOM has a tasteful, natural carbonization.

BORJOM is recommended for cases of gastric hyperchlorhydria. It may also be of value in conditions of disturbed acid base equilibrium.

The chief constituents per liter of BORJOM are as follows:

<i>Sodium Bicarbonate</i>	5.2162 GM
<i>Sodium Chloride</i>	0.6687 GM
<i>Basic Ferric Oxide Bicarbonate</i>	0.618 GM
<i>Magnesium Bicarbonate</i>	0.1233 GM
<i>Calcium Bicarbonate</i>	0.3659 GM
<i>Strontium Bicarbonate</i>	0.009 GM
<i>Sodium Iodine</i>	0.0006 GM
<i>Sodium Bromide</i>	0.0005 GM
<i>Potassium Chloride</i>	0.0428 GM
<i>Silica</i>	0.003 GM
<i>Free Carbonic Acid</i>	434 CC

Additional information may be obtained from

RUSSIAN MINERAL WATERS, INC.

1 MADISON AVENUE NEW YORK

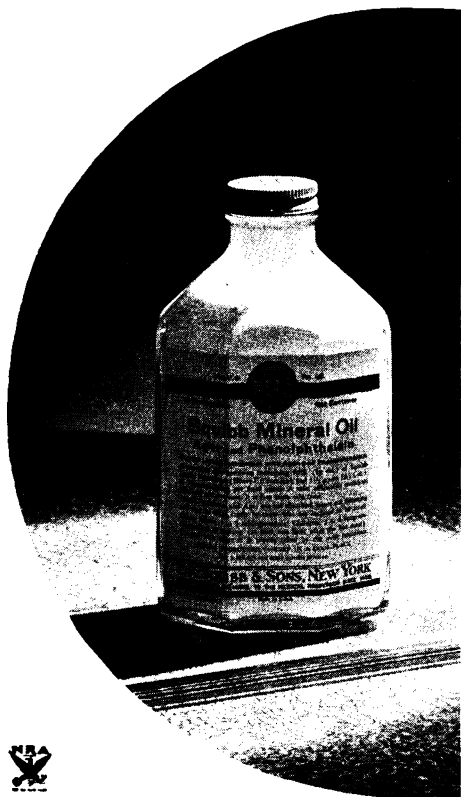
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For Obstinate Cases of Constipation Prescribe

SQUIBB MINERAL OIL AGAR AND PHENOLPHTHALEIN

THIS Squibb Product is valuable when increased peristaltic movement is required. Its action is positive, yet safe, and you know your patient will receive the *correct* amount of Phenolphthalein in each dose (Squibb Mineral Oil, Agar and Phenolphthalein contains $1\frac{1}{2}$ grains of Phenolphthalein per ounce—approximating the U. S. P. dose).

Following the use of this product, Squibb Liquid Petrolatum (plain) should be prescribed to establish regularity. This change can be made gradually by suggesting a mixture of the two products with diminishing amounts of the emulsion and increasing quantities of the plain oil. Thus the aversion which some patients have toward plain oil is overcome and they are brought about to the routine use of a thoroughly safe and effective mineral oil which softens the intestinal contents and results in normal, healthy evacuation.



SQUIBB LIQUID PETROLATUM PRODUCTS

Squibb Liquid Petrolatum—A heavy Californian mineral oil with natural high viscosity. Water-white, odorless, tasteless. It is not absorbed and therefore does not increase weight.

Squibb Mineral Oil with Agar—A palatable emulsion for those having an aversion to the plain oil.

Squibb Mineral Oil, Agar and Phenolphthalein—A pleasant-tasting product fortified to give quicker action.



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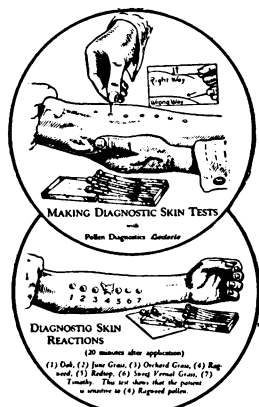
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Literature upon request.

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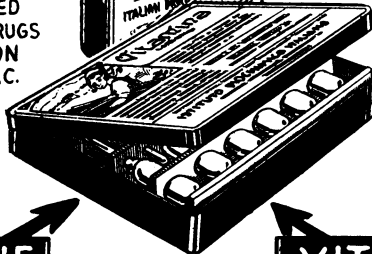
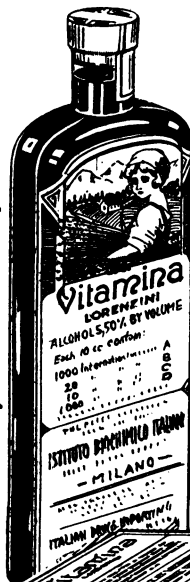
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School of Nursing Presbyterian Hospital 180 Fort Washington Avenue	Helen Young, R.N.	BIllings 5-6000, ext. 216 or BIllings 5-7024
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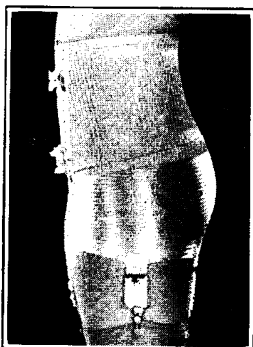
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Dihydromorphinone Hydrochloride

For the relief of pain and cough. Acts quicker than morphine. Causing fewer undesirable symptoms.

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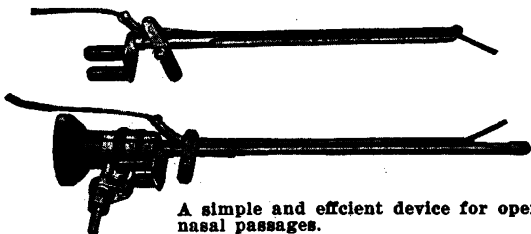
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THE MEAD JOHNSON VITAMIN A RESEARCH AWARD

Main Award—(Clinical) \$15,000

Second Award—(Laboratory) \$ 5,000

Ten physicians and biochemists of high standing have very kindly consented to serve as Judges for the Mead Johnson Vitamin A Research Award, announced in the *Journal of the American Medical Association*, January 30, 1932. The fact that these men accepted the Judgeships in addition to their regular duties is at once a compliment to Mead Johnson & Company, an indication of the value of the project and an assurance to investigators of unbiased, authoritative consideration of papers submitted. All papers eligible under the rules of the Award will be submitted to these men, and their judgment thereon will be binding.

It is with pleasure that we announce the Judges:

THE JUDGES

ISAAC A. ABT
*Northwestern University
Medical School, Chicago*

K. D. BLACKFAN
*Harvard University
Medical School, Boston*

ALAN BROWN
*University of Toronto,
Toronto, Can.*

HORTON R. CASPARIS
*Vanderbilt University,
Nashville*

H. F. HELMHOLZ
*Mayo Clinic,
Rochester, Minn.*

ALFRED F. HESS*
*College of Physicians &
Surgeons,
Columbia University,
New York*

E. V. McCOLLUM
*Johns Hopkins University,
Baltimore*

L. B. MENDEL
Yale University, New Haven

L. T. ROYSTER
*University of Virginia,
University, Va.*

ROBERT A. STRONG
*Tulane University,
New Orleans*

MAIN (CLINICAL) AWARD \$15,000.00. In order to outline more clearly the object of this Award, the following re-statement of the original announcement is made:

This Award will be made to that investigator (or group of investigators) who—

1. Determines the clinical value of vitamin A (if any) in human medicine, or
2. Determines the vitamin A requirements of human beings, or
3. Determines whether vitamin A in amounts more than is contained in a well-balanced diet is of benefit in human physiology.

If, in the opinion of the Judges, no investigation satisfactorily makes any one of these determinations, the Main Award will be postponed until Dec. 31, 1936, and papers published in the intervening two years will be considered eligible.

SECOND (LABORATORY) AWARD \$5,000.00. At the suggestion of the Judges a second (additional) Award is now offered. The basis for this enlargement is in the obvious possibility that within the time limit set (Dec. 31, 1934), no suitable evaluation of the vitamin A requirements of human beings will have appeared. On the other hand, a laboratory investigation may have been published, which will point the way toward clinical evaluation.

This Award will be made on the basis of papers published or accepted for publication on or before Dec. 31, 1934. It will be made irrespective of whether or not the Main Clinical Award is postponed.

1. If the Main Award is postponed, that paper most adequately presenting biological, physiological and/or pathological data which may later serve for, or point the way toward an evaluation of the vitamin A requirements of human beings will be selected.
2. If the Main Award is not postponed, that paper which contributes most to the understanding of the physiology of vitamin A and/or the pathognomy of avitaminosis A will be selected for the Second Award.

ADDITIONAL INFORMATION

For further details, investigators are referred to the original announcement published in the *Journal of the American Medical Association*, 98:14-15, or they may correspond with Dr. Warren M. Cox, Secretary to the Judges, Mead Johnson Research Laboratory, Evansville, Ind., U.S.A. It is suggested that the Secretary's attention be drawn to papers when they are accepted for publication. It is important that no correspondence on this subject be sent directly to any of the Judges, but be addressed to the Secretary.

MEAD JOHNSON & CO., Evansville, Ind., U.S.A., *Pioneers in Vitamin Research*

* Deceased.